



***State of Washington
Department of Transportation
Notice to Consultants
On-Call Communications and Marketing for SR 104, Hood Canal
Bridge***

Washington State Department of Transportation solicits interest from consultants interested in submitting a Statement of Interest to provide On-Call Communications and Marketing for the SR 104, Hood Canal Bridge Retrofit and Replacement – East Half. WSDOT will be awarding one (1) On-Call agreement. This agreement will be for approximately four (4) years with a dollar value of approximately \$550,000.00

Project Description

This is a regional project located in both the Olympic and Kitsap Peninsulas. The Hood Canal Bridge Retrofit and East-Half Replacement project will include total replacement of the east and west approach spans, east and west steel transition trusses and east-half floating portion of the bridge. In addition, the west half will be widened to accommodate an eight foot shoulder width across the entire length of the bridge. In order to accomplish the placement of the new east and west approach spans, two 3-day closures will be required to slide the new structures into place. In May/June 2006 an eight-week total closure of the bridge will be necessary to replace the east-half floating structure. A passenger only foot ferry in the vicinity of the bridge will be available during the eight-week closure, but will not be available for the two 3-day closures.

An On-Call consultant is required to provide a variety of public outreach and communication services. The consultant will provide expertise in marketing, public relations and communications planning, public information and education efforts, developing advertising, creative concepts, communication production techniques, market research, media buying, media relations, and marketing on a regional basis. The deliverables will include communication products for a variety of mediums including print, video, direct mail, Internet, transit, outdoor, display, and radio.

Project communications planning must identify key audiences and a series of key messages, strategies and tactics to inform those audiences of project impacts anticipated during the four-year construction schedule.

Successful consultants will demonstrate the following expertise:

- **Strategic Planning for Communications**
Team's expertise in strategic planning, development and evaluation of effective and targeted marketing, market research, public relations, public affairs, public education and public involvement processes in the project area. The project may require expertise in consumer advertising, media relations, product branding and positioning, issues analysis, management strategies, and intergovernmental relations.
- **Market Research and Analysis**
Team's ability to produce, analyze and use qualitative and quantitative market research.



Team's ability to gather, analyze, and present interests and concerns of communities and the public.

- **Creative Concepts, Design, and Content**

Team's expertise in development and production of compelling messages, text and images that effectively reach varied target audiences.

- **Distribution and Media**

Team's expertise in distributing communications products, including expertise in conducting media relations, media planning and purchase, database management and use, and ability to target specific audiences.

- **Product Development and Production**

Team's expertise in developing and producing communications products for a variety of mediums, including print, video, direct mail, Internet, transit, outdoor display, three dimensional design visualization graphics, and radio.

Evaluation Criteria

Pursuant to state and federal regulations, a qualifications-based selection process will be used to select a consultant for this On-Call project. The following information and criteria will be used to evaluate and rank responses:

- Qualifications/Expertise of Firms on Team;
- Qualifications of Proposed Project Manager(s);
- Key Team Members Qualifications (Prime Consultant and Sub-consultant);
- Firm's Project Management System (Prime Consultant Only);
- Work Samples;
- References/Past Performances (Prime Consultant Only); and
- Cost Factors (Prime Consultant and Sub-Consultant.)

The link to the definitions and point value for each of the proposed criteria may be found on the first page of this advertisement web site.

NOTE: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested. All scoring criteria will be rated on a scale of 0 (Low) to 20 (High.)

Submittals

Consultants are invited to submit their Request for Proposal (RFP) at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal is limited to a total maximum number of thirty (30) sheets submitted only on single sided (single sided meaning one side only of a single sheet of paper) typed 8.5" x 11" paper (If charts and/or graphs are utilized, text must be of a readable size font), and with type size no smaller than 12 point. The page limitation does not apply to the transmittal letter, front and back cover, the completed Performance Evaluation forms, the completed Submittal Information Packet form(s) and the five (5) work samples. Please provide only 1 copy of the completed Performance Evaluation forms and the completed Submittal Information Packet form(s.) These forms should be accompanied with your Letter of Transmittal and should be submitted under separate cover and not bound within your Statement of Interest.

On-Call Communications and Marketing for the SR 104 Hood Canal Bridge



The RFP shall meet the following requirements or will be deemed non-responsive and will not be eligible for consideration of this work:

- Title of the RFP on the cover of the submittal and the Transmittal Letter;
- Transmittal Letter;
- Completed Submittal Information Packet form for the Prime Consultant and all proposed Sub-Consultants (1 set);
- Completed Performance Evaluations for the Prime Consultant Only;
- Responsiveness to all evaluation criteria;
- Meeting page limitations and font size requirements; and
- Meeting submittal deadline submission date.

Materials submitted in response to this competitive procurement shall become the property of WSDOT and will not be returned. All submittals received will remain confidential until WSDOT and the successful Consultants sign the agreements resulting from this advertisement. All submittals are deemed public records as defined in the Revised Code of Washington (RCW) 42.17.250 to 42.250.340.

Faxed or e-mailed submittals will not be accepted. Four (4) copies of your submittals, whether mailed or hand-delivered, **must arrive at the following address no later than 5:00 pm on Monday, September 9, 2002:**

Mr. Michael B. Rice
Director, Consultant Services
Washington State Department of Transportation
Capital View II Building, 2nd Floor
724 Quince Street SE
Olympia, WA 98504-7323

Any questions regarding the submittal process should be directed to the Consultant Services Office, at 360-705-7104.

The department has an overall Disadvantaged Business Enterprise (DBE) Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscience means as outlined in WSDOT's "Disadvantaged Business Enterprise Program Plan." The department encourages disadvantaged, minority, and women-owned consultant firms to respond.

Persons with disabilities may request this information be prepared and supplied in alternate formats by calling collect 206-389-2839. Persons with hearing impairments may call 1-800-833-6388 (Washington State Telecommunications Relay Service) and ask for 206-515-3683.

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